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WWW.FKMIPLAW.COM**FACSIMILE COVER SHEET**

FAX NO : 571-273-8300

TO : Commissioner for Patents
Mail Stop: Amendment

FROM : Oleg F. Kaplun

DATE : December 28, 2005

SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service*
with *Response and Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 29

MESSAGE:

Please see attached.

IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE

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[40116/06801]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Allan et al.
Serial No. : 09/653,767
Filing Date : September 1, 2000
For : Frame-Based Advertising Service With Response
And Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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By:

Oleg F. Kaplun, (Reg. No. 45,559)

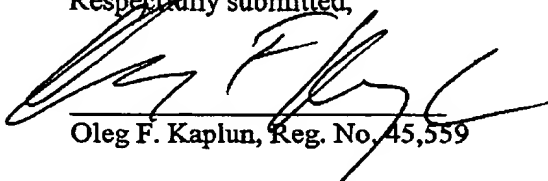
Date: December 28, 2005

TRANSMITTAL

In response to the Non-Final Office Action mailed October 24, 2005, please find an Amendment for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: December 28, 2005


Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP
150 Broadway, Suite 702
New York, New York 10038
Tel: (212) 619-6000
Fax: (212) 619-0276

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[40116/06801]

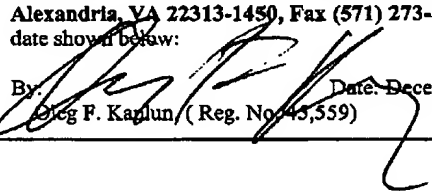
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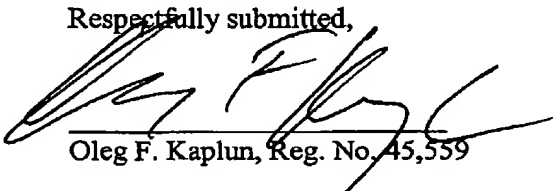
By:  Date: December 28, 2005
Oleg F. Kaplun (Reg. No. 45,559)

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Respectfully submitted,

Dated: December 28, 2005


Oleg F. Kaplun, Reg. No. 45,559

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[40116/06801 - A - 68678]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

In response to the Non-Final Office Action mailed October 4, 2005 in the above-identified application, please enter the following amendments and consider the following remarks: